Polite Audience.

Not since the days of the sansational ballads has there been a more

Victor enters vaudeville at the Palace

this week. John Willard, who wrote

it, has stopped at nothing. At yester-day's matince the honors of the berformance went to the audience, which waited pointely while the piece unfolded its hackneyed and quite uninteresting story. Only in the last few minutes did an occasional titter make the rounds.

The amusing Henry Lewis offers some of his familiar nonsense, and Jo-seph Howard and Ethelyn Clark pre-

sent a hodge-podge of song and union repartee. Marion Morgan and her dancers repeat their interesting ballet.

"SAINT FRANCIS"

PROVES OF MERIT

Excellence.

ny, in "A Forgotten Combina-King and Harvey and Page, Hack

the rounds.

By HEYWOOD BROUN.

The folk of "Bunker Bean" are an amusing crew, and they pull a lusty streke, but not always together. The

amusing crew, and they pull a lusty He is a most modest and likable creke, but not always together. The southpaw. Possibly Rube Marquard

LITTLE THEATRE

HUSH

"More than a Restaurant - A Broadway Institution"

Churchills

Broadway at Forty-ninth Street

...........

LYRIC

MAXINE ELLIOTT'S TO-M'W EVE. WM HODGE HING SISTER

ASTOR Mate Tom's Sat & Col's Day

TAYLOR HOLMES WATER BUNKER BEAN Mate To my Sat Achi's Day : CHARD WALTON TULLY'S

THE MOST

NOTABLE

CAST ON

BROADWAY

BUNKER BEAN"

HAS FUNNY FOLK

The play at the Astor is about as entertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertaining as any show can be which can be tertained as any show can be which can be with the play is any to grant any show can be with the play is any to grant any show can be with can be with the play is any to grant any show can be with the play is any to grant any show can be with the play is any to grant any show can be could not show the play is any to grant any show can be could not show the play is any to grant any show can be could not show the play is any to grant any show can be could not show the play is any to grant any show can be called to much any show can be c

the attention. Taylor Holmes is also somewhat responsible for the fact that the play peters out a bit as it ages. He is an amusing and a vital actor, but he knows too many tricks. Not all the tricks are good ones and many are inappropriate. We, for one, refuse to laugh when a man backs into things in a frenzy of embarrassment. Nor is there anything essentially humorous protégés, and a half dozen heautiful Gus Edwards is back again, with Ma

by Florence ably clever children. Georgie's imper-Robert Kelly sonations of Fanny Brice, Lou Tellegen est Left Hand- and Roy Atwell are the beat things

that have been done in that line in a long time. Cuddles did Nan Halperin's "I won't be the youngest in the family" and Geraldine Farrar as Carmen.

EMPIRE Mars TO MW A Sat. 1 20

MARGARET ANGLIN in "Caroline"

LYCEUM Mats. Thurs & Sat. 2 20

CTIS SKINNER ANTONIO

Turn Reght

HUDSON Wat 14th Ht. Frent's 1

HARRIS TO-NIGHT

UNDER SENTENC

COHAN & HARRIS FORMERLY THEATRE

the new "BETTY" FIRST MAI.

"SAN FRANCIS"

ORATORIO BY ADRIANO ARIANI. Mme FRANCES ALDA, Seprano, Mr. LUCA BOTTA, Tener, Mr. ADAMO DIDUR, Basso.

chestra Conducted by the Composer, and the total Boxes (Seating 8), \$50.

MAT TO BAY \$1.00

"THE BIG SHOW" World's Biggest Show

HIPPODROME MICHES

ARNEGIE HALL, Sat. Aft., Oct. 14, at 2:30 Tickets. 75 cts. to ST. KREISLER

MANHATTAN OPERA HOUSE EDDY BROWN - HELEN STANLEY

Popular Prices Hot Office open Parties Prices Hot Office open Parties Prices Hot Office Prices Popular Parties Prices Action Parties Prices Prices Of Draw Egan Dancers Prices Of Draw Egan Prices Office Prices Prices Of Draw Egan Prices Prices Office Prices Pri

C OLUMBIA F arth 13 15 A 4 15 Prices

LIBERTY West 42d St. Incl. Sund. 2 15 & 3 16 P.M. H. way & Halvion go well

D. W. GRIFFITH'S

"THE PLAY

DRAMA THRILLING

OF THE YEAR"

POLLYANNA

NEW YORK'S LEADING THEATRES AND SUCCESSES.

in a freezy of embarrassment. Nor is

freezy feer wester there anything essentially humorous in opening the mouth rapidly and gaspwise Showing Kelly ing for air.

Mr. Holmes is too self-conscious and simple feer the headliners at the Colonial yestending feerest too flip to play the part for all the possibilities which lie within it. Much

Mr. Holmes is too self-conscious and they deserved all of the too flip to play the part for all the appliance they received.

Georgie and Cuddles are two remarkJohn Hogen. unlikely to be entertained by it. It Ariani's New Oratorio a building risks, binders, warehouses stock rooms and the other minutize of commerce, and those, of course, are the things that the business man goes to the theatre to avoid. In fact, if there were any business men at the Thirty-ninth Street Theatre last night they must have grown almost as tired as the rest of the audience. In the last act

NEW AMSTERDAM

"TOO GOOD TO BE TRUE"

BUT IT IS TRUE

AS EVERYONE TAN ATTEST
WHO WITNESSES
KLAW & ERLANGER'S
INCOMPARABLE MUSICAL COMEDY

SPRINGTIME

Moste by Kalman Book by Bolton Seats Selling 8 Weeks in Advance.

ZIEGFELDWIGHTFROLIC

Seven Chances

There's only one Ariss. You can secreely afford to miss him."—Time.

PAGANINI ARLISS

THE BOOMERANG

ESTINEE Was To serva Sas

MANHATTAN OPERA HOUSE

Tues, Oct. 10 Cleapatra; La Princess Enchantes; Sadko (FIRST TIME); Car

Fri., Oct. 13 Sylphides; Sadko; Spectre de la Rose; Tharmar, Nat. Mai. Oct. 12 Kulenspiegel; Spectre de la Rose; Schenerazade; Igor. Sat. Eve., Oct. 14 Sadko; Sylphides; Cleopatre.

SEATS NOW ON SALE \$5 to 59c. At METROPOLITAN OP. HOUSES

LOPOKOVA

REVALLES

GAVRILOW

NIJINSKY BOLM

CHEATING CHEATERS

ARMS THE GIRL

Colossal Photo Speciacle CRITERION B WAY & 44 ST Eers # 28. With Orchestra of 59.

BELASCO

ATOP NEW AMSTERDAM THEAT

pera, they were treated and arranged right.

n a manner altogether subservient to he general scheme.

In his understanding of the necessiN. Y. U. SOPHS DEFEAT

ster who twice has been saved from the electric chair by reprieves from Governor Whitman, will be brought from the death house at Sing Sing to-day to the Supreme Court to testify in his own behalf before Justice Weeks on a motion for a new trial. Several witnesses, who swear that Bambrick was not the man who fired the shot that killed Patrolman George Dapping in the Manhattan Casino a year ago, will tes-tify. Most of the witnesses have made affidavits that the man who did the shooting was six feet in height, while Hambrick is of medium height.

BUSINESS TROUBLES

CLOBE FIRST TO-NIGHT AT THE DOLLY SISTERS THE DOLLY SISTERS DIAGHILEFF'S OPENS BALLET RUSSE OCT. 9

Judge Marer, in the Indical states (Fathet Court, has granted discharges to these bankrupte Agraham (Bodatein, manufacturer of fure, 17 Word 12th 8th Healthing Bod, 233 A. S. G. Price, symmet, backress, 137 5th at, Behilfiles 511,114 Flaria Arcam, arteres, 125 West 15th at, Japan Resentation, needities and cale 305 Brossivery Sergmont H. Herz, further and cale 305 Brossivery Sergmont H. Herz, further, bookkeeper, 132 West 78th at, Gard and J. Becchiner, bookkeeper, 132 West 78th at, Gardon L. Shiffer, Leat 1640 at,

Truesdell, who played the father, was FOUR NEW PLAYS another performer whom one regretted to see in the cast, and Walter Horton still another. The acting of the re-mainder was on a par with the play. SEEN AT COMEDY MISS VICTOR'S MELODRAMA

It Is Staged at the Palace Before a Washington Square Folk in First Regular Bill of the Season. shamelessly wild melodrama than "The Pink Ruby," via which Miss Josephine

> "THE SUGAR HOUSE" OF GREATEST APPEAL

"Lovers' Luck," "Sisters of Susanna" and "Merry Death" Are Others

The Washington Square Players Belle Story sings and Charles Ahearn and his cyclists are as comical as ever. Then there are Charles E. Evans and one-act plays "The Sugar House," by opened their regular season at the Alice Brown: "Lovers' Luck," by Georges de Porto-Riche; "A Merry Death," by Nicholas Wreiney, and "Sisters of Susanna," by Philip Moeller. The first of these, "The Sugar House," held the greatest appeal for the average theatregoer. It dealt with that old and ever-popular theme, a wronged wife, who induces her husband to see the light. The little play is beautifully staged, and it carries an appeal which even the most skeptical cannot resist. Novelty of Unexpected Marjorie Vonnegut, as Mary Masters, carried off the honors, and the cast as a whole was excellent. Miriam Kiper, as Grandmother Berry, was delightful, if vitriolic, and the work of Arthur E. In "Saint Francis," an oratorio by a Hohl as Dan Masters, the erring hus-

I. won't be the youngest in the fam.

In this Street Theatre last night they young musician little known to the most have grown almost as tired as the most have grown almost as tired as the rest of the audionce. In the hat seem of the seem of the

Varsity Fifty Five Suits Are Extra Smart Styles Made for Young Men by Hart Schaffner & Marx

that appeal particularly to young men and men who like to look young.

\$20, \$22.50, \$25 and up to \$50.

Wallach Bros.

Broadway, below Chambers St. Broadway, Cor. 19th St. Third Ave. Cor. 1254 St. | Open 246-348 West 125th St. | Evenings.



This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats-and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences-pleasant or unpleasant-with advertisers of merchandise, excepting only patent medicines, The Tribune will send \$2.00, payable in any meschandise of any Tribune advertiser. For the most important letter each month a special prize of \$50.00, payable similarly, will be awarded. Name printed or withheld-as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The

THE inclosed solvertisement from The Evening Mail is, in my opinon, fraudulent because of the claim, "It cleans as well as sterilizes everything it touches." For a manufacturer to advertise his product as cleaning as well as sterilizing a bottle, spoons, etc., or anything it touches, it appears to me that in these days, when policy myslitis is so prevalent, the advertisement is purely an effort to get increased saiss in the infected districts.

No one doubtr but that Ammo is a good cleansing agent, that "it cuts greate and dirt in a jiffy." The company goes too far, though, when it claims that it sterilizes as well.

The ad says: "It will cause you no inconvenience at all to see that everything the haby touches—milk bottles, cups. dishes, spoons or anything else, is not only clean, but sterilined. Just use Anmoor to. It the above advice is followed, thousands of mothers will unknowingly give their babies infected milk, and thus lead to gastro-intestinal disorders, while, if the bottles are boiled, many cases would be accided.

he avoided.

The prestest troubles hospitals and physicians have are perfected technique for sterilization of instruments. I would like to ask how many neople would be willing to be operated upon with instruments cleaned and sterilized with Ammo, in place of the usual routine steam sterilization?

F. W. B.

"Essentially a mixture of sodium carbonate (washing soda), sodium chlorid (salt), ammonium carbonate," says our chemist. Depending on Ammo and neglecting boiling water would be dangerous business.

Timely advertising is evidence of good merchandising. Advertising that makes such a palpably unwarranted claim is, under the present circumstances, as this physician points out, as vicious a piece of advertising as we have seen in many a day.

The Tribune's recent, and to me very interesting, new department. Mr. Carrett quotes from a banker of forty-seven years' experience.

In the same article he also philosophius on the infact, practically makes a class distinction for the people who detach themselves sufficiently article of our modern commercial class, and in fact, practically makes a class distinction for the people who detach themselves sufficiently to look back and forward, as well as at the present.

In Garrett's department has mostly to do with finance and production. Your readers look through the spectacles you present at advertising and merchandising. And you have undoubtedly aroused many of us to a more critical analysis of these subjects.

I read The Tribune regularly (with a certain discount for its international and national political bias), I enjoy F. P. A. and Heywood Broun, and value and respect The Ad-Visor and Garet Garrett. I read advertisements with interest, and sometimes with conviction, but the conviction is not always sympathetic.

advertisements with interest, and sometimes with conviction, out the conviction is not always symmathetic.

For instance, every advertisement of Saks is a special cut price; Franklin Simon & Company devote involved paragraphs to the explication that they are honest and different—and then capitalize "Value" and "Special Price": McCreery and Altman, Bonwit Teller & Company and Weber & Heilbroner, even my favorite institutions, Rogers Peel and John Wanamaker, infer that their customers are either lacking in intelligence, or, what is worse, they pander to a supposed smug cupidity which prompts us to take advantage of another's loss.

Whe?

Why?

Why?

When I buy merchandise I expect that somebody is making a profit on it. I don't care. In fact I am glad. I need the article; I could not make it for myself efficiently, and competition will take care that the price and profit are not abnormal. I not only buy what I need, but advertising frequently creates desire and causes me to buy luxuries that eventually become habitual, if not necessary.

It seems to me that it is a question of honesty and intelligence.

Can you not induce some of the local advertisers to explain their theory to an interested audience? I know I voice the thoughts of many whom.

F. D. G.

One merchant explains it this way:

"if people always wanted to buy at the time we want to sell we "if people always wanted to buy at the time we want to sell we snouldn't need to advertise. But we have to stimulate the buying desire. The custom of emphasizing prices has grown up in the search for inducements. Very likely it indicates a lack of resourcefulness in writing descriptions of the goods themselves. At any rate, there it is. And the public has grown so accustomed to rising to the price bait that nothing else will get the same result. Perhaps some day a writer will arise who can sell goods for themselves alone. He's the man we want!"

Your real quarrel with the merchants, F. D. G., is that they are too impatient for profits. It's ours, too—when a merchant oversteps the

in a manner allogether subservant to the general scheme.

In his understanding of the necessities of the sole voice the composer was somewhat less happy. Here too often he allowed the orchevant to drown the voice, while the music itself, at least that allotted to the tenor, lay perilously high. Neither Mme. Alda, Mr. Botta nor Mr. Didur seemed at home in this music, and only Mario Laurenti, who sang the closing part given to the fillstorian, appeared to realize that ordinars.

Siruggle on Ohio Field.

For a second time this year the freshies in combat on Ohio Field to the man we want?"

Mr. Ariani led the performance with the freshies in combat on Ohio Field was evening. The struggle was the freshies in combat on Ohio Field was evening tigor and enthusiasm. It was evident that he is as able a leader as he is a composer. Certainly 'Sant Francis,' though operatic rather than ecclesiastional, in griping vigor and enthusiasm. It was evident that he is as able a leader as he is a composer. Certainly 'Sant Francis,' though operatic rather than ecclesiastional, in griping vigor and enthusiasm. It was evident that he is as able a leader as he is a composer. Certainly 'Sant Francis,' though operatic rather than ecclesiastional, in griping vigor and enthusiasm. It was evident that he is as able a leader as he is a composer. Certainly 'Sant Francis,' though operatic rather than ecclesiastional, in griping vigor and enthusiasm. It was evident that he is as able a leader as he is a composer. Certainly 'Sant Francis,' though operatic rather than ecclesiastional, in griping vigor and enthusiasm. It was evident that he is a substitute of the proposer of the proposer

Manda lamps. They were wrapped up for me and I paid for nine lamps. When I opened them at home I found that there were but eight lamps instead of the nine I paid for. To-day I went back and explained to the salesman the shortage. He asked me just one question: Whether I had purchased anything else than the lamps, which might have made up the amount paid. On being told that nothing else was purchased he immediately wrapped up and gave me an additional lamp.

A salesman who studies human nature sufficently to be able to judge when he is being told assquare story and who acts on that judgment is an asset to any store. And a store that gives such treatment and shows such willingness to make right an error is sure to receive my continued patronage.

C. L. CAPIN.

Human nature is the most interesting study a salesman can pursue—and the most important. The principle of believing that the customer is always right is not based on altruism. It is the result of observation over a long period, leading to the conclusion that human nature is practically always honest and that that "practically" represents such an infinitely small share of the total that discovering it isn't worth the time, effort or possibility of making enemies of people with honest complaints.

Being in need of a screen door some time ago, I went to A. I. Namm & Sons on June 26, having seen an advertisement (not in The Tribune) of a sale of acreen doors for that day. I bought a walnut door, size 30x84, for 97 cents, and also paid 15 cents for a pair of hinges. By June 30 my purchases had not been delivered, and a telephone call brought the response that they were sorry at the delay and the goods would be delivered next day. Sure enough, when I came home on July I there was a screen door, but it was 36x84 instead of 30x84 and no hinges had been delivered. Needless to say, I was a bit sore at some one's carelessness, so I wrote Namm & Sons immediately and inclosed the receipt they had given me for my cash purchases. I waited patiently until July 7, then called at Namm & Sons to see what caused the delay. The mail clerk was out, so I had to wait a half hour, and then she told me that my letter had been received and order to call for the wrong door and leave the right sized one. That let the clerk out. I took the matter up with the head of the department, and after looking over his stock he discovered there were no more 30x84 waigut doors. He had a 32x84 if I could use that. But I couldn't. Insamuch as it was not my fault that all the 30x84 doors were sold, I felt that I should be entitled to a door of some kind of the size I needed, and I told him so. He agreed with me and selected a \$1.24 pine door, 30x84, and said he'd be glad to send it. Needless to say I took him up. Now I have a better door than I paid for.

The manager's willingness and effort to please and satisfy, I must conless, made amends for my patience and trouble. I'll go to Namm & Sons' again when I want something, and if I'm not satisfied I feel sure it will not be because they haven't tried to satisfy me.

NELSON L. DOWLING.
But you certainly gave them every chance. It would be a pret

We have them in a great many variations this Fall—in beautiful new fabrics

But you certainly gave them every chance. It would be a pretty slip-shod store that couldn't please as patient and reasonable a customer as you. The practice of selling merchandise that is out of stock is not calculated to win good will.

THE Long Island waiting-room of the Pennsylvania Station is a fruit stand kept by an alien, Greek or Italian, whose decrepit

I fruit stand kept by an alien. Greek or Italian, whose decrept English hears witness that he does not read The Tritume.

A couple of weeks ago I bought from him a two-pound box of cherries. The price was small and the appearance of the fruit so attractive that I doubted the integrity of the lower layers. He assured me that every cherry was sound. His confidence was misplaced. Nearly half the contents of the box was uncatable.

Next time I passed that way, perhaps a week later, I told him my experience. He insisted that I take another box at his expense. I suggested the I pay half price, on the ground that we had eaten half of the first lot, but he would not have it that way.

"When I say good, it is good," he protested, indignantly; "if not good, I make good."

good, I make good."

Can The Ad-Visor suggest a better code of personal and commerHARRIE DAVIS. The Ad-Visor cannot suggest a better code because there isn't one.

(The next Ad-Visor will appear on Thursday, October 5.)



MARY BOLAND

OGDEN CRANE

ROY BRIANT

HENRY GSELL FRED W. PETERS AILEEN POE

WILLIAM BONELLI

WALTER HORTON

ADRIENNE BONNELL CAROLINE CAMPE MARTIN CHEESMAN

An Intensely Human Story for Playgoers Who Haven't Been Refined Away from the Human Drama

FREDERICK TRUESDELL